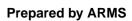




		Counties: Madison, AL
00,00	2000 Total Population	276,700
	2000 Group Quarters	7,258
	2008 Total Population	313,655
	2013 Total Population	341,816
	2008 - 2013 Annual Rate	1.73%
0.0	2000 Households	109,955
48	2000 Average Household Size	2.45
<b>48</b> 1 /	2008 Households	127,551
	2008 Average Household Size	2.4
	2013 Households	140,318
	2013 Average Household Size	2.38
	2008 - 2013 Annual Rate	1.93%
	2000 Families	75,342
	2000 Average Family Size	3
	2008 Families	86,286 2.99
	2008 Average Family Size 2013 Families	93,866
	2013 Average Family Size	2.99
	2008 - 2013 Annual Rate	1.7%
	2000 2010 / William Nato	11770
	2000 Housing Units	120,288
	Owner Occupied Housing Units	63.9%
	Renter Occupied Housing Units	27.5%
	Vacant Housing Units	8.6%
	2008 Housing Units	141,460
	Owner Occupied Housing Units	63.7%
	Renter Occupied Housing Units	26.4%
	Vacant Housing Units	9.8%
	2013 Housing Units	156,222
	Owner Occupied Housing Units	63.0%
	Renter Occupied Housing Units	26.8% 10.2%
	Vacant Housing Units	10.2%
	Median Household Income	
	2000	\$44,704
	2008	\$53,104
	2013	\$58,620
	Median Home Value	
	2000	\$98,295
	2008	\$144,981
	2013	\$150,077
	Per Capita Income	
	2000	\$23,091
	2008	\$27,429
	2013 Median Age	\$30,009
	Median Age 2000	35.7
	2008	35.7 37.4
	2013	37.4
	2010	00.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

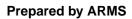




######################################
< \$15,000       \$24,999       12.29         \$25,000 - \$34,999       12.19         \$35,000 - \$49,999       16.39         \$50,000 - \$74,999       19.99         \$75,000 - \$99,999       11.59         \$100,000 - \$149,999       2.39         \$200,000+       18.9999         Average Household Income       \$57,22         2008 Households by Income       127,55         Household Income Base       127,55         < \$15,000 - \$24,999       10.09         \$35,000 - \$34,999       10.09         \$35,000 - \$49,999       14.79         \$50,000 - \$149,999       15.99         \$100,000 - \$149,999       20.19         \$35,000 - \$49,999       15.99         \$100,000 - \$149,999       15.99         \$100,000 - \$149,999       11.49         \$200,000+       2.25         Average Household Income       \$66,760         2013 Households by Income       10.69         Household Income Base       140,311         < \$15,000 - \$24,999       9.99         \$25,000 - \$34,999       9.99         \$25,000 - \$34,999       9.99         \$25,000 - \$34,999       9.99         \$25,000 - \$34,999       9.99
\$15,000 - \$24,999
\$25,000 - \$34,999
\$35,000 - \$49,999 16.39 \$50,000 - \$74,999 111.59 \$75,000 - \$99,999 111.59 \$100,000 - \$149,999 9.29 \$150,000 - \$149,999 2.33 \$200,000+ 1.89 Average Household Income \$57,22  2008 Households by Income Household Income Base 127,55 < \$15,000 12.09 \$15,000 - \$24,999 10.09 \$25,000 - \$34,999 10.09 \$35,000 - \$49,999 10.09 \$35,000 - \$49,999 14.79 \$50,000 - \$74,999 20.19 \$75,000 - \$99,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$100,000 - \$149,999 10.00 \$150,000 - \$149,999 1
\$50,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$149,999 9.29 \$150,000 - \$199,999 2.39 \$200,000+ 1.89 Average Household Income \$57,22  2008 Households by Income Household Income Base 127,55 < \$15,000 12.09 \$15,000 - \$24,999 10.09 \$25,000 - \$34,999 10.09 \$35,000 - \$44,999 11.47 \$50,000 - \$74,999 14.79 \$150,000 - \$149,999 15.99 \$100,000 - \$149,999 11.49 \$150,000 - \$149,999 11.49 \$150,000 - \$199,999 \$15.99 \$100,000 - \$149,999 \$10.09 \$25,000 - \$34,999 \$10.09 \$25,000 - \$34,999 \$10.00 \$15,000 - \$199,999 \$10.00 \$15,000 - \$199,999 \$10.00 \$10,000 - \$10,000 \$
\$150,000 - \$199,999 2.39 \$200,000+ 1.89 Average Household Income \$57,22  2008 Households by Income  Household Income Base 127,55 < \$15,000 12.09 \$15,000 - \$24,999 10.09 \$25,000 - \$34,999 10.09 \$35,000 - \$74,999 20.19 \$75,000 - \$99,999 15.99 \$100,000 - \$149,999 15.99 \$100,000 - \$149,999 11.49 \$150,000 - \$199,999 20.19 \$75,000 - \$199,999 15.99 \$100,000 - \$100,000 - \$100,000 10.000 \$15,000 - \$100,000 10.0000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.0000
\$200,000+ Average Household Income \$57,22  2008 Households by Income Household Income Base \$127,55 < \$15,000 \$12,090 \$15,000 - \$24,999 \$10.09 \$25,000 - \$34,999 \$10.09 \$35,000 - \$49,999 \$14.79 \$50,000 - \$74,999 \$20.19 \$75,000 - \$99,999 \$15.99 \$100,000 - \$149,999 \$11.49 \$150,000 - \$149,999 \$11.49 \$200,000+ Average Household Income \$66,769  2013 Households by Income Household Income Base \$140,318 < \$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999 \$25,000 - \$34,999 \$25,000 - \$34,999 \$25,000 - \$34,999 \$25,000 - \$49,999 \$355,000 - \$49,999 \$355,000 - \$74,999
Average Household Income  ### Household Income Base ### Household Income Base ### Household Income Base   127,55   < \$15,000
2008 Households by Income         Household Income Base       127,55         < \$15,000
Household Income Base
< \$15,000
\$15,000 - \$24,999 \$25,000 - \$34,999 \$10.09 \$35,000 - \$49,999 \$14.79 \$50,000 - \$74,999 \$20.19 \$75,000 - \$99,999 \$100,000 - \$149,999 \$15.99 \$100,000 - \$199,999 \$1.49 \$150,000 - \$199,999 \$200,000+ Average Household Income \$66,769  2013 Households by Income Household Income Base \$40,000 - \$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999 \$35,000 - \$49,999 \$35,000 - \$49,999 \$21.49
\$25,000 - \$34,999 \$35,000 - \$49,999 \$14.79 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 \$100,000 - \$149,999 \$150,000 - \$199,999 \$200,000+ Average Household Income \$66,769  2013 Households by Income Household Income Base \$140,318 \$< \$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999 \$35,000 - \$49,999 \$13.69 \$50,000 - \$74,999
\$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 \$15,999 \$15,999 \$15,000 - \$199,999 \$200,000+ Average Household Income \$66,769  2013 Households by Income Household Income Base <\$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$21,49
\$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 \$150,000 - \$199,999 \$200,000+ \$200,000+ Average Household Income \$66,769  2013 Households by Income Household Income Base \$140,318 \$< \$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$21.49
\$75,000 - \$99,999 \$15.99 \$100,000 - \$149,999 \$11.49 \$150,000 - \$199,999 \$3.49 \$200,000+ \$2.59 Average Household Income \$66,769 \$2013 Households by Income Household Income Base \$140,318 \$15,000 \$15,000 \$15,000 \$15,000 \$24,999 \$9.09 \$25,000 - \$34,999 \$9.39 \$35,000 - \$49,999 \$13.69 \$50,000 - \$74,999 \$21.49
\$100,000 - \$149,999
\$150,000 - \$199,999
\$200,000+ Average Household Income \$66,769  2013 Households by Income Household Income Base <\$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$21.49
Average Household Income  2013 Households by Income Household Income Base  < \$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$21.49
2013 Households by Income Household Income Base 140,318 < \$15,000 10.69 \$15,000 - \$24,999 9.09 \$25,000 - \$34,999 9.39 \$35,000 - \$49,999 13.69 \$50,000 - \$74,999 21.49
Household Income Base 140,318 < \$15,000 10.69 \$15,000 - \$24,999 9.09 \$25,000 - \$34,999 9.39 \$35,000 - \$49,999 13.69 \$50,000 - \$74,999 21.49
< \$15,000
\$15,000 - \$24,999 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999
\$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 21.4%
\$35,000 - \$49,999
\$50,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$149,999
\$150,000 - \$199,999 4.29
\$200,000+
Average Household Income \$72,403
2000 Owner Occupied HUs by Value
Total 76,810
<\$50,000
\$50,000 - 99,999 40.0%
\$100,000 - 149,999
\$150,000 - 199,999
\$200,000 - \$299,999 7.9%
\$300,000 - 499,999 3.29
\$500,000 - 999,999 0.8%
\$1,000,000+
Average Home Value \$124,06
2000 Specified Renter Occupied HUs by Contract Rent
Total 32,913
With Cash Rent 94.49
No Cash Rent 5.6%
Median Rent \$41
Average Rent \$426

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



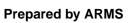




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	Counties: Madison, AL
2000 Population by Age	
Total	276,700
0 - 4	6.8%
5 - 9	7.3%
10 - 14	7.3%
15 - 19	7.2%
20 - 24	6.4%
25 - 34	13.8%
35 - 44	17.7%
45 - 54	13.4%
55 - 64	9.2%
65 - 74	6.4%
75 - 84	3.4%
85+	1.0%
18+	74.4%
2008 Population by Age	
Total	313,655
0 - 4	6.8%
5 - 9	6.7%
10 - 14	6.8%
15 - 19	7.2%
20 - 24	6.4%
25 - 34	12.7%
35 - 44	14.8%
45 - 54	15.7%
45 - 54 55 - 64	
65 - 74	11.2%
	6.6%
75 - 84	3.8%
85+	1.3%
18+	75.7%
2013 Population by Age	
Total	341,816
0 - 4	6.8%
5 - 9	6.5%
10 - 14	6.6%
15 - 19	6.9%
20 - 24	6.4%
25 - 34	12.7%
35 - 44	13.2%
45 - 54	15.8%
55 - 64	12.7%
65 - 74	6.9%
75 - 84	
	3.9%
85+	1.5%
18+	76.3%
2000 Population by Sex	
Males	48.8%
Females	51.2%
	31.270
2008 Population by Sex	40 70/
Males	48.7%
Females	51.3%
2013 Population by Sex	
Males	48.8%
Females	51.2%







	Counties: Madison, AL
2000 Population by Race/Ethnicity	
Total	276,700
White Alone	72.1%
Black Alone	22.8%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.6%
Two or More Races	1.9%
Hispanic Origin	1.9%
Diversity Index	45.0
Diversity index	45.0
2008 Population by Race/Ethnicity	
Total	313,655
White Alone	69.5%
Black Alone	23.8%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	2.6%
Some Other Race Alone	0.9%
Two or More Races	2.3%
Hispanic Origin	2.9%
Diversity Index	49.0
Diversity index	40.0
2013 Population by Race/Ethnicity	
Total	341,816
White Alone	67.9%
Black Alone	24.3%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	3.2%
Some Other Race Alone	1.1%
Two or More Races	2.6%
Hispanic Origin	3.7%
Diversity Index	51.6
2000 Population 3+ by School Enrollment	
Total	265,556
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	12.4%
Enrolled in Grade 9-12	5.5%
Enrolled in College	6.7%
Enrolled in Grad/Prof School	1.3%
Not Enrolled in School	70.4%
2008 Population 25+ by Educational Attainment	207 200
Total Less than 9th Grade	207,306
	3.6%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	22.3%
Some College, No Degree	22.0%
Associate Degree	7.4%
Bachelor's Degree	24.1%
Graduate/Professional Degree	12.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







©2008 ESRI

Counties: Madison, AL

(Ö)	2008 Population 15+ by Marital Status	
<b>∀</b>	Total	249,935
<u></u>	Never Married	24.3%
	Married	58.5%
	Widowed	5.5%
	Divorced	11.7%
liñe	2000 Population 16+ by Employment Status	
	Total	213,615
, <u></u>	In Labor Force	67.6%
	Civilian Employed	63.2%
	Civilian Unemployed	3.8%
	In Armed Forces	0.6%
	Not in Labor Force	32.4%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	94.0%
	Civilian Unemployed	6.0%
	Civilian Oriempioyed	0.0%
	2013 Civilian Population 16+ in Labor Force	
	Civilian Employed	94.5%
	Civilian Unemployed	5.5%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	110,928
	Own Children < 6 Only	8.2%
	Employed/in Armed Forces	5.0%
	Unemployed	0.3%
	Not in Labor Force	2.9%
	Own Children < 6 and 6-17 Only	6.1%
	Employed/in Armed Forces	3.7%
	Unemployed	0.2%
	Not in Labor Force	2.2%
	Own Children 6-17 Only	18.8%
	Employed/in Armed Forces	14.1%
	Unemployed	0.5%
	Not in Labor Force	4.2%
	No Own Children < 18	66.9%
	Employed/in Armed Forces	33.5%
	Unemployed	2.7%
	Not in Labor Force	30.7%



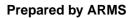




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		Counties: Madison, AL
1	2008 Employed Population 16+ by Industry	
	Total	153,859
	Agriculture/Mining	0.3%
_	Construction	5.8%
	Manufacturing	15.2%
	Wholesale Trade	2.4%
	Retail Trade	10.3%
	Transportation/Utilities	3.0%
	Information	1.8%
	Finance/Insurance/Real Estate	4.6%
	Services	46.9%
	Public Administration	9.7%
	2008 Employed Population 16+ by Occupation	5.1 70
	Total	153,859
	White Collar	67.1%
		15.3%
	Management/Business/Financial Professional	29.7%
	Sales	10.9% 11.2%
	Administrative Support Services	14.3%
	Blue Collar Farming/Forestry/Fishing	18.6%
	· ·	0.1%
	Construction/Extraction	4.2%
	Installation/Maintenance/Repair	3.6%
	Production Transportation (Material Maying)	6.3%
_	Transportation/Material Moving	4.4%
	2000 Workers 16+ by Means of Transportation to Work	
Þ	Total	134,044
	Drove Alone - Car, Truck, or Van	83.9%
	Carpooled - Car, Truck, or Van	11.3%
	Public Transportation	0.4%
	Walked	1.3%
	Other Means	0.7%
	Worked at Home	2.3%
	2000 Workers 16+ by Travel Time to Work	
	Total	134,044
	Did Not Work at Home	97.7%
	Less than 5 minutes	2.2%
	5 to 9 minutes	9.8%
	10 to 19 minutes	37.2%
	20 to 24 minutes	18.4%
	25 to 34 minutes	20.3%
	35 to 44 minutes	3.9%
	45 to 59 minutes	3.2%
	60 to 89 minutes	1.4%
	90 or more minutes	1.2%
	Worked at Home	2.3%
	Average Travel Time to Work (in min)	20.9
	2000 Households by Vehicles Available	
	Total	109,955
	None	5.6%
	1	31.2%
	2	40.7%
	3	16.6%
	4	4.3%
	5 <b>+</b>	1.7%
	Average Number of Vehicles Available	1.9
	, wording of the motion of the	1.9







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	Counties, Madison, AL
2000 Households by Type	
Total	109,955
Family Households	68.5%
Married-couple Family	53.4%
With Related Children	25.2%
Other Family (No Spouse)	15.2%
With Related Children	10.3%
Nonfamily Households	31.5%
Householder Living Alone	27.2%
Householder Not Living Alone	4.2%
Households with Related Children	35.5%
Households with Persons 65+	19.6%
2000 Households by Size	
Total	109,955
1 Person Household	27.2%
2 Person Household	33.5%
3 Person Household	17.3%
4 Person Household	14.3%
5 Person Household	5.4%
6 Person Household	1.6%
7+ Person Household	0.7%
2000 Households by Year Householder Moved In	
Total	109,955
Moved in 1999 to March 2000	22.0%
Moved in 1995 to 1998	30.7%
Moved in 1990 to 1994	15.8%
Moved in 1980 to 1989	14.4%
Moved in 1970 to 1979	8.9%
Moved in 1969 or Earlier	8.2%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	



## 2000 Housing Units by Units in Structure

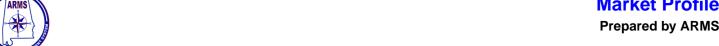
lotal	120,288
1, Detached	69.2%
1, Attached	1.9%
2	2.1%
3 or 4	5.3%
5 to 9	6.7%
10 to 19	4.3%
20+	4.3%
Mobile Home	6.1%
Other	0.1%

## 2000 Housing Units by Year Structure Built

Total	120,288
1999 to March 2000	3.1%
1995 to 1998	9.8%
1990 to 1994	12.7%
1980 to 1989	22.7%
1970 to 1979	16.8%
1969 or Earlier	35.0%
Median Year Structure Built	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





## **Top 3 Tapestry Segments**

Midland Crowd 2. **Prosperous Empty Nesters** 3. Boomburbs

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal

business revenue. Apparel & Services: Total \$ \$263,617,966 Average Spent \$2,066.77 Spending Potential Index Computers & Accessories: Total \$ \$27,738,747 Average Spent \$217.47 Spending Potential Index 91 Education: Total \$ \$159,239,034 Average Spent \$1,248.43 Spending Potential Index 91 Entertainment/Recreation: Total \$ \$433,319,931 Average Spent \$3,397.23 Spending Potential Index 91 Food at Home: Total \$ \$562,700,952 Average Spent \$4,411.58 Spending Potential Index 90 Food Away from Home: Total \$ \$399.631.734 Average Spent \$3,133.11 Spending Potential Index Health Care: Total \$ \$476,797,863 Average Spent \$3,738.10 Spending Potential Index HH Furnishings & Equipment: Total \$ \$253,920,797 Average Spent \$1,990.74 Spending Potential Index Investments: Total \$ \$120,016,976 Average Spent \$940.93 Spending Potential Index Retail Goods: Total \$ \$3,081,039,895 Average Spent \$24,155.36 Spending Potential Index \$1,780,722,458 Shelter: Total \$ Average Spent \$13,960.87 Spending Potential Index TV/Video/Sound Equipment: Total \$ \$167,130,267 \$1,310.30 Average Spent Spending Potential Index Travel: Total \$ \$215,259,454 Average Spent \$1,687.63 Spending Potential Index Vehicle Maintenance & Repairs: Total \$ \$114,590,937 Average Spent \$898.39 Spending Potential Index 91

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.